

Subject: NOHO West: Beginning of an East Valley Renaissance

From: Paul Krekorian

Date: 04/07/2017 02:58 PM

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Dear Friend:

As a Councilmember, I attend many groundbreaking events, but this week I attended a very special one. Over my nearly seven years on the City Council, I don't think I've been involved in a groundbreaking for a project that is this tied to the history of the San Fernando Valley as well as its future. NOHO West has ushered in a historic moment for our region. This is the beginning of a renaissance in the East San Fernando Valley.

Many of you remember the good old days at Laurel Plaza and Valley Plaza across the street. I sure do. From the 1950s to the early 1980s, these malls were at the epicenter of East Valley retail and commercial activity. They boasted a variety of shops, movie theaters, a beloved ice rink and food options galore. These were places that were part of life in the Valley and, when they opened, were the most influential malls in the United States.

Since the Northridge Earthquake devastated the Valley in 1994, however, both properties have really struggled, basically ceasing to exist as we knew them. Throughout the down years, the community has demanded that we eliminate the blighted properties in the area and bring in something that would instead revitalize the neighborhood.



With this week's NOHO West groundbreaking, we are doing just that. We are launching the East San Fernando Valley of the future. In so doing, the past continues to inform us. I just saw a letter dated Jan. 22, 1954, when Valley Plaza existed, but Laurel Plaza did not. There was an idea to build



on the property and the Valley Plaza Civic Association sent a letter to the community to gauge their interest in creating a new mall across Laurel Canyon Boulevard. The letter, from George A. Thatcher, chairman of the civic association, reads: "I personally believe this will be a great step forward in helping to attract the better type of stores to the undeveloped portions of Valley Plaza, making this one of the most outstanding off-street parking business centers in the entire United States."

That was from 1954, but nearly the exact same letter could be written today. As the NOHO West development comes to fruition, we will see another great step forward for the area, much like the one envisioned more than six decades ago. We will soon witness the excitement that comes from 327,850 square feet of new restaurants, vibrant shops, a movie theater, a grocery store, a fitness center and much more. We will observe the activity that returns to the property with 244,150 square feet of new, state-of-the-art office space to support hundreds of high-paying entertainment and tech jobs. And we will enjoy the energizing impact of families coming to live in the beautiful, new housing that will bring life to this property.

NOHO West will provide a near-perfect balance of commercial energy and residential opportunity. It will be a destination that will cause the entire area to blossom.

Thank you to the community organizations, especially the Mid-Town NoHo Neighborhood Council, the Laure Grove Neighborhood Association and Laurel Hall School, and the developers, Merlone Geier Partners and GPI Companies, for working with me to make sure that this project is the right one for our community.

NOHO West is slated to open by fall 2019. Stay tuned for updates and information as construction progresses. Read more about NOHO West and see color renderings here: nohowest.com.

Very truly yours,

A handwritten signature in blue ink that reads "Paul Krekorian". The signature is fluid and cursive, with the first name "Paul" being larger and more prominent than the last name "Krekorian".

Councilmember Paul Krekorian, District 2

TOP STORY

This Week in Transit: New Subway Cars, Transit Oriented Development and NoHo Red Line Station Parking



LOS ANGELES - Here's a rundown of the latest transit news for the East Valley.

Paid Parking at the NoHo and Universal/Studio City Red Line Stations

Starting April 24, Metro will implement its Paid Parking Management Program at the North Hollywood and Universal City/Studio City Red Line Stations. Metro's Parking Management Pilot Program was approved by the Metro Board of Directors last December. As part of the program, Metro will begin charging \$3 a day to park at the two Red Line stations. Both lots have provided free parking since opening in 2000.

The paid parking requirement will better manage demand for parking at two very busy Red Line subway stations and create more parking spaces for transit riders. Read more about the new parking program here: <http://bit.ly/2nUJ67E>.

Metro's Community Open House

This Saturday, Metro will hold an open house to discuss the next phase of the North Hollywood Station Joint Development project. This project will transform 15.6 acres of Metro-owned property adjacent to the North Hollywood Red Line and Orange Line Stations into a mixed-use, transit-oriented development with open space, retail and neighborhood amenities.

Community Open House

Saturday, April 8, 10:30 am - 12 pm

Groundwork Coffee

11275 Chandler Blvd.

North Hollywood, CA 91601

For more information, go to metro.net/projects/jd-sfv or email tiniod@metro.net.

Metro's New Red Line Cars

Metro recently approved the purchase of 64 new HR4000 heavy rail vehicles for the Red and Purple Lines. Of the new cars, 30 will go toward replacing existing trains to keep the Red Line in a state of good repair, while 34 new cars will be used on the Purple Line when the first 3.9-mile extension opens between Wilshire/Western and Wilshire/La Cienega in late 2023. The first vehicle is expected for delivery in 2020.

Keeping Our Community Clean



EAST VALLEY - More than 49 bags of trash, debris and weeds were cleared from these sidewalks and median in North Hollywood. At the direction of Councilmember Krekorian, city crews completed the cleanup to beautify the area. Remember, if you see graffiti, bulky items, illegal dumping or trash, call 3-1-1 or use the MyLA311 app to report it to the city.

Laurel Canyon Opens as Sinkhole Repair Comes to a Close



Laurel Canyon Blvd. is now open to traffic once again. | Photo: CD2

STUDIO CITY - Laurel Canyon Boulevard between Moorpark Street and Ventura Boulevard is fully open to traffic in both directions. Sewer repairs at the sinkhole are expected to be fully completed next week and construction work will soon come to a close.

Since the sinkhole opened up in February, the Dept. of Public works, led by the Bureau of Sanitation, the Bureau of Engineering, and Contract Administration have been working with Councilmember Krekorian, LADOT and other city agencies to repair it and mitigate the traffic and other negative impacts to the Studio City community. Work included rehabilitating the sewer line with a new slip liner pipe, construction of a new maintenance hole and the installation of concrete covers to seal the pump wet well. To conduct these repairs, a sewer bypass line was installed.

Thanks to all the neighbors who have been incredibly respectful and patient during this process. The work is nearly complete and our neighborhood will be safer than ever. If you have

questions or concerns, please call: (818) 755-7676.

CITY SPOTLIGHT

Spring Events in the East Valley



*Spring Activities
& Egg Hunts*
IN COUNCIL DISTRICT 2



Saturday, April 7 2:30 PM - 6 PM Spring Garden Festival North Weddington Recreation Center 10844 Acama Street North Hollywood, CA 91602 (818) 506-1467	Saturday, April 8 10 AM - 1 PM Spring Egg Hunt North Hollywood Recreation Park 11430 Chandler Boulevard North Hollywood, CA 91601 (818) 763-7651	Wednesday, April 12 3:30 - 5:30 PM Spring Egg Hunt Studio City Recreation Center 12621 Rye Street Studio City, CA 91604 (818) 769-4415
Thursday, April 13 4 PM - 7 PM Spring Carnival Valley Plaza Recreation Center 12240 Archwood Street North Hollywood, CA 91606 (818) 765-5885	Wednesday, April 15 3:30 - 5:30 PM Spring Egg Hunt Victory-Vineland Recreation Center 11117 Victory Boulevard North Hollywood, CA 91605 (818) 985-9516	Saturday, April 22 10 AM - 1 PM Spring Senior Talent Show Sherman Oaks East Valley Adult Center 5056 Van Nuys Boulevard Sherman Oaks, CA 91403 (818) 386-9674



EAST VALLEY - This April, celebrate spring at your LA park and join the community for a slew of events in the East Valley, brought to you by the Dept. of Recreation and Parks. The free, family-friendly events will feature Easter egg hunts, arts and crafts activities, spring carnivals and camps, and much more.

COMMUNITY CORNER

LA Names Pioneer Women of 2017



Councilmember Krekorian with Council District 2 Pioneer Woman of the Year Dr. Erika Endrijonas.

| Photo: CD2

LOS ANGELES - At the close of Women's History Month, the LA City Council celebrated this year's pioneer women of Los Angeles. Councilmember Krekorian honored Dr. Erika Endrijonas as Council District 2's Pioneer Woman of the Year.

Dr. Endrijonas has been the President of Los Angeles Valley College since August 2014. As the head of one of the largest of the nine campuses of the Los Angeles Community College District, she presides over 19,000 students in the eastern portion of the San Fernando Valley, which primarily serves Valley Glen, Van Nuys, North Hollywood, Valley Village, Studio City, Sherman Oaks, Encino, Lake Balboa, Panorama City and Burbank.

Over the course of her tenure, she has already achieved a balanced budget, overseen the \$626 million campus revitalization plan and found a home for Muralist Kent Twitchell's iconic mural, "The Old Woman of the Freeway" (or "Freeway Lady").

Dr. Endrijonas is also the first out lesbian president in the history of the Los Angeles Community College District and the founding member of the national organization of LGBTQ Presidents in Higher Education.

Congratulations to Dr. Endrijonas for her accomplishments and her leadership in our community.

PHOTOS OF THE WEEK



City Councilmember and Trojan Paul Krekorian received the "Spirit of Service" honor from USC Dornsife's Joint Educational Project. | Photo: USC



Councilmember Krekorian brought brand new shade structures to DeGarmo Park in Sun Valley.

EVENTS



Community Open House
Saturday, April 8, 10:30 am - 12 pm
Groundwork Coffee
11275 Chandler Blvd.
North Hollywood, CA 91601

You are invited to a community open house to kick off the next phase of the North Hollywood Station Joint Development project. This project will transform 15.6 acres of Metro-owned property at the NoHo Station into a mixed-use, transit-oriented development with open space, retail and neighborhood amenities. This meeting will provide an update of the progress that's been made on the project and discuss next steps. For more information, go to metro.net/projects/jd-sfv or email tiniod@metro.net.



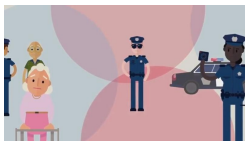
The Great LA River Cleanup
April 15, 9 am - 12 noon
Tujunga Wash at Haines Channel
9499 Tujunga Valley St,
Sunland-Tujunga, CA 91040

It's time to roll up your sleeves and show your love for the LA River - the Great LA River Cleanup is back for 2017! Registration is open now - join today and be part of the largest urban river cleanup in America. To register, visit folar.org/cleanup.



HealthX- Career Fair & Expo
Saturday, April 19, 8:30 am
LA Valley College
5800 Fulton Ave.
Valley Glen, CA 91401

LA Valley College invites you to HealthX- Career Fair & Expo. You'll have the opportunity to meet companies ranging from America's biggest employers to small companies from across the region, hear TED talk style presentations, and see demonstrations on the latest and most innovative health and wellness practices. The event will also feature free health screenings, health activities, premier health providers, health services and business resources. Register for the event today: www.tinyurl.com/HealthX-Expo.



Community Input on the LAPD's Video Policy
Thursday, April 20, 6:30 pm
ONE Generation Senior Enrichment Center
18255 Victory Blvd.
Los Angeles

Should the LAPD release body camera videos after an officer-involved shooting? If so, when? And who should make the decision? The Los Angeles Police Commission is considering a new policy on the release of video. It has asked the Policing Project, along with UCLA School of Law and UCI School of Law to help gather public input on what the policy should be. Go to www.lapdvideopolicy.org to take an online questionnaire to share your views. You also can submit more detailed written comments, or attend a community forum to be announced in April.



LAFD Cadet Academy
Every Sunday from June 25 through August 27
Drill Tower 81
14345 Arminta St.
Panorama City, CA 91402

Women and men of L.A., take your training to the next level as a graduate of the Los Angeles Fire Department Cadet Academy. Exclusively for ride-along certified cadets, this free 10-week intensive program is an opportunity to gain hands-on firefighting and

emergency medical service experience and learn about the exciting career options as one of L.A.'s bravest.

The deadline to register is April 22.

[Click here to view all the upcoming events on our Community Calendar.](#)

[Forward to a Friend](#)



Councilmember Paul Krekorian, 200 N. Spring St., Room 435, Los Angeles, CA 90012

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